



# 2020 DISTRACTION CAMPAIGN **MEDIA BUY SUMMARY**

Updated August 11, 2020



# Table of Contents

---

Overview.....	3
Campaign At-a-Glance .....	4
Key Plan Elements.....	5
Television .....	5
Radio .....	6
Digital .....	7
Detailed Campaign Breakdown.....	13
State-Level Media Extentions .....	14
Glossary .....	15

# Overview

---

The 2020 U Drive. U Text. U Pay. campaign is designed to educate the public and discourage texting and handheld cell phone use behind the wheel by reminding drivers that texting and handheld cell phone laws are being enforced by officers around the country. The campaign will utilize a multi-platform media approach, including a mix of television, radio, digital and social media outlets, to deliver NHTSA's safety messages effectively and efficiently to the target audience. With a short campaign window of only eight days, this cross-platform approach will be used to quickly build reach and frequency with the target audience.

The general market television strategy uses linear television, bought programmatically, to take advantage of the efficiency this buying method affords. The television plan relies more heavily on connected TV/over-the-top (CTV/OTT) due to the steady loss of audience that linear television is experiencing. Using CTV/OTT also helps reach cord-cutters/cord-nevers—consumers who no longer or have never subscribed to a traditional cable or satellite television package.

The Hispanic portion of the plan uses CTV/OTT exclusively due to its heavy use by this target group and because the budget does not support the use of linear Spanish-language television.

Radio, with its heavy in-vehicle use, is a tactic that will be used via terrestrial networks in English and Spanish and will be supported by audio streaming from suppliers such as Pandora and Spotify. In addition, a number of target-appropriate podcasts will be included in the radio plan as the popularity of this medium continues to grow.

The digital portion of this plan builds off of the foundation of traditional media tactics, increasing reach, frequency and effectiveness. The digital media plan includes custom native content via publisher partners, programmatic video, display and social media channels.

States may wish to complement the national plan with cable and broadcast television, as the national plan uses mostly programmatic and CTV/OTT to reach the target audience. States may also consider digital opportunities that reach the target audience to extend the national plan within their state.

# Campaign At-a-Glance

## Flight Dates

Paid advertising will run starting Monday, October 5, 2020 through Monday, October 12, 2020—an eight-day flight period.

Dates	10/5/2020 – 10/12/2020
Flight Duration	8 Days
Assets	Déjà vu

## Campaign Budget

The total budget for the U Drive. U Text. U Pay. campaign is \$5,000,000.00. A breakdown of spend is outlined in the chart below. 20% of the total media budget will be allocated to the Hispanic target audience.

U Drive. U Text. U Pay. 2020 Campaign	Percent of Total
Television	19.1%
Radio	15.0%
Digital/Social	65.9%

## Target Audience

The primary target audience is men and women 18-34 years old with a slight female skew. The secondary target audience is Hispanic men and women 18-34 years old with a slight female skew.

## Geography

The campaign is national in scope.

# Key Plan Elements

---

## Television

### **General Market: Audience Targeting**

Audience targeting buys at the program level on linear cable networks and is designed to maximize reach by using a large number of networks across several dayparts.

The U Drive. U Text. U Pay. campaign will use audience targeting to run across select programming on 40 networks and cover seven dayparts. To build the plan, consumer data was connected with viewing data to predict which programming this audience will be watching during the campaign. It will deliver nearly 8.8 million guaranteed impressions using a mix of the :30 second spot (85%) and the :15 second spot (15%).

### **General Market: Programmatic**

The programmatic plan will reach the target audience on an unwired basis using local inventory across the country pulled together into a network buy.

Person-to-person, minute-by-minute viewing data from the Nielsen panel group combined with MRI data will be used to create a plan that is highly targeted to the audience. This plan will use 10 high-performing networks for this audience and will run across seven dayparts using a mix of the :30 second spot (85%) and the :15 second spot (15%).

This effort will produce nearly 16.2 million guaranteed impressions across the flight.

### **Hispanic Market: Telemundo**

The Spanish-language effort will run on Telemundo, a major Spanish-language TV network.

The plan with Telemundo will deliver close to 4.7 million impressions to the Hispanic target audience using 55 commercial spots/occasions. Of these 55 spots, 11 (or 20%) will use the :15 second execution.

The plan will take advantage of the full broadcast day with 47% of impressions running during the prime-time daypart.

## Radio

### General Market: Westwood One

The plan with Westwood One uses terrestrial radio along with select podcasts to generate over 90 million targeted impressions.

The plan uses a mix of personality-based radio programs (for example, Tino Cochino and Ty Bentli) along with the larger RADAR networks that provide more extensive coverage and a significant number of affiliates (in other words, coverage including female reach and affiliates like Contemporary Hits Radio).

#### *Added-Value*

The Westwood One plan provides a number of added-value opportunities, including placements with the following programming and personalities:

- |                                   |                              |
|-----------------------------------|------------------------------|
| ▶ Baka Boyz                       | ▶ Ty Bentli Show             |
| ▶ Zach Sang Show                  | ▶ The Bert Show              |
| ▶ The Big Time with Whitney Allen | ▶ Kidd Kraddick Morning Show |
| ▶ Nights with Elaina              | ▶ The Lia Show               |
| ▶ American Country Countdown      | ▶ Country Countdown USA      |
| ▶ with Kix Brooks                 | ▶ NFL Prime Time and Sunday  |
| ▶ Jayde Donovan                   | ▶ Doubleheaders              |
| ▶ Tino Cochino                    | ▶ NCAA College Football      |

### General Market: iHeartMedia

The plan with iHeartMedia will use its Premiere radio networks to deliver 59.5 million impressions to the target audience using terrestrial radio and podcasts.

On the broadcast radio portion, the plan includes some of iHeart's (Premiere) most popular programs/networks with the target audience.

Bobby Bones is part of this plan and he is now the No. 1 most listened-to country program in the nation, reaching more than 8 million listeners per week across 128 affiliates during the morning drive. Bobby Bones often talks on-air about the dangers of distracted driving and he has agreed to personally voice NHTSA's :15 second live read spot for the campaign.

Several other hosts who reach the target audience will also be doing live reads for this campaign, including hosts from The Breakfast Club and After MidNite with Cody Alan.

### **Hispanic Market: Aire**

The Spanish-language effort will run with one partner, Aire, which is made up of several individual networks to increase reach and efficiency to the Hispanic target audience.

The plan with Aire will deliver over 31 million impressions to the Spanish-speaking Hispanic target audience. Major Spanish-language networks such as the Advantage Network, Aire Select and Prime Family will be used. This plan also includes the Alex Sensation Show. Alex is a popular, award-winning radio DJ, musical tastemaker and recording artist.

## **Digital**

### **General Market: Publisher Direct**

#### ***NBC Universal***

Through the buy with NBC Universal, NHTSA will have ad placements and 100% share of voice surrounding one episode of "The Rundown" and one episode of "WTFashion." NHTSA will present all ad slots that fall within those episodes on NBC Universal's Snapchat. Both shows run on the E! network, which has a large female presence, with "The Rundown" and "WTFashion" skewing 93% female. Alongside the takeovers, U Drive. U Text. U Pay. messaging will run as rotational ads throughout all lifestyle properties on NBC Universal's Snapchat across the flight, producing roughly 9 million total impressions.

#### ***Whistle***

Whistle will be used to surround trending episodes of "You Ask, We Answer" with U Drive. U Text. U Pay. messaging on Whistle's Snapchat that focuses on passion points for their audience. The show averages 3.1+ million viewers per episode. "You Ask, We Answer" digs deep to provide the target audience with researched and expert-backed answers. Shows skewing female on the network include "My Hustle" and "You Ask, We Answer." U Drive. U Text. U Pay. messaging will surround one episode that will be presented by NHTSA and will achieve 6.25 million guaranteed impressions.

#### ***Twitch***

Twitch will be used to reach those in the target audience with an affinity for gaming and esports. The plan will use non-skip premium cross-device live video that is woven directly into broadcasts to reach the 75% of the audience that falls within the campaign's 18-34 target age segment. Twitch will be used primarily for the male portion of the campaign and deliver 3.33 million impressions.

## **General Market: Streaming Audio/Podcasts**

Streaming audio – a field dominated by Pandora and Spotify – continues to provide significant reach with the target audience. These two platforms will be leveraged to ensure exposure among the target demo and, through in-car and mobile-only placements, to reach the audience at the most opportune moment while they are in the car or on-the-go.

### ***Pandora***

The plan with Pandora will utilize mobile audio. Mobile audio allows NHTSA's audio spot to be played between songs that the user is listening to and deliver to a captive audience as they are driving or being active throughout the day. The ads will include audio messages and a clickable 300x250 companion (display) banner when the user has their phone unlocked and are engaging with the app, not while driving. This plan will deliver 11.85 million general market impressions.

### ***Spotify***

Spotify will use the below methods to reach the target audience:

- ▶ **Mobile Audio** will play NHTSA's audio spot between songs. The plan with Spotify will use Audio Everywhere supported by a no-charge 640x640 banner unit. The Audio Everywhere package (audio and banner) allows NHTSA to reach the target audience on any device, in any environment, during any moment of the day. The audio ads are played between songs during active sessions, ensuring that NHTSA will achieve 100% share of voice. In addition to the audio spot, NHTSA will take ownership of a clickable companion display unit that allows traffic to go to the desired destination.
- ▶ **In-Car Audio** has targeting capabilities to reach users who are driving through their In-Car Everywhere technology. This targeting is delivered to users who are using the app through connected car devices by using the phone's GPS and accelerometers to determine when the user is driving. Once it is determined they are driving, the U Drive. U Text. U Pay. message will play to the target audience ensuring they are hearing the NHTSA message at the best time—when they are driving.
- ▶ **Podcasts** have exploded in popularity, providing another avenue to reach our target audience with audio assets. Spotify will use the below methods to target podcast listeners in the target audience.
  - Dynamically inserted ads alongside Spotify's vast catalogue of brand-safe podcasts, including new and older episodes listeners may be discovering for the first time.
  - Podcasts that have a high composition of listeners within the target audience including: Serial Killers, Today in True Crime, Unsolved Murders and Crimes of Passion.



- The podcasts that will be used to reach the target audience are: My Favorite Murder, Best Friends with Nicole Byer and Sasheer Zamata, Buffering the Vampire Slayer, History: The Shequel, Homophilia, I Weigh with Jameela Jamil, LeVar Burton Reads, Naked with Catt Sadler, Office Ladies, Science Rules with Bill Nye, The Fall Line, The Secret Lives of Black Women, Throwing Shade, Urgent Care with Joel Kim Booster and Mitra Jouhari, Verified, We Love You (And So Can You), The Murder Squad, The Bill Simmons Podcast, The Ryen Russilo Podcast and Crime in Sports.

This will result in 9 million general market impressions

### **General Market: Digital Video**

#### ***The Trade Desk***

The Trade Desk OLV will be run programmatically to reach the target audience across all sites they are consuming to increase the reach and frequency. OLV will be mobile heavy to reach the target audience on the device they use the most. Using The Trade Desk for OLV, Connected TV and display not only allows for full transparency into the buy and the ability to apply real time optimizations, but also allows frequency to be controlled to reduce waste and increase reach by achieving an efficient frequency level of around 6-8 touchpoints per user across all tactics. This will result in 12.7 million general market impressions.

#### ***YouTube***

YouTube will deliver over 2.99 million completed views for the general market. YouTube videos are bought on a CPCV basis, meaning that there is no charge for a user who skips the video before the 15-second mark. This helps get the U Drive. U Text. U Pay. message to the target audience at a higher frequency but doesn't incur costs for those who skip the videos.

#### ***Activision Blizzard Media***

Activision Blizzard Media inventory will be bought programmatically through The Trade Desk to deliver reward-based video ads, which reward users with in-game bonuses by watching advertisements to completion. This will allow the U Drive. U Text. U Pay. message to reach the target audience when they are on the device they use the most. This will result in 833,000 general market impressions.

## **General Market: Display**

### **Waze**

Waze users use the app twice a week, with 60% using the app within 12 miles of their home and 77% driving 20 miles or fewer; users even use the app 50% of the time for familiar destinations to save time and find the best route. Waze will be utilizing high-impact, zero-speed takeovers in order to reach the target audience in their vehicle, but not while it's in motion. These ads only populate on the map once the user has been at a complete stop. Through these tactics, Waze will deliver a total of 2.5 million impressions for the general market.

### **Vox**

Vox will have run-of-network placements targeted at 18- to 34-year-olds utilizing 1060x590 and 640x960 unit sizes. Vox is a trusted network that includes sites such as The Cut, Recode, Bravo, Glamour, USA, BuzzFeed and Today. With this scale of sites, Vox can reach 220+ million unique users and 85% of the U.S. digital population who are engaged with their content. The plan with Vox will deliver 8.5 million impressions.

### **The Trade Desk**

The Trade Desk will be used to increase reach and frequency at scale. Display banners will be served to the target audience through The Trade Desk for potential CPM savings, to provide the full transparency into programmatic buys mentioned earlier and to control frequency across channels run in platform. The targeting for programmatic display will include adults aged 18-34 who own a vehicle and will be mobile-only, as that is the device the demo uses most frequently and what distracts them most. Mobile display will deliver more than 140,000 impressions.

## **General Market: Over-the-Top/Connected Television (OTT/CTV)**

For the OTT/CTV portion of the digital plan, NHTSA will use Hulu and The Trade Desk. By using these services, NHTSA will enjoy increased incremental reach to those using any OTT or CTV service.

This inventory includes streaming TV providers like SlingTV and AT&T TV; ad-supported services like Pluto TV and Xumo; full episode players like ESPN, VH1, MTV and NBC; and cable provider apps like Xfinity. This will result in 23.4 million general market impressions.

## **General Market: Paid Social**

To drive maximum exposure of the U Drive. U Text. U Pay. messaging during the campaign, NHTSA will promote content on Facebook, Instagram and Twitter to drive reach and awareness on platforms. Views and user engagement (post reactions, comments and shares) will be used as performance indicators.

The budget will be allocated between the three platforms with 14% allocated for Twitter and 86% of the budget allocated to optimize between Facebook and Instagram placements based on user reach and engagement. Within the target audiences, budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of budget to maximize reach of the U Drive. U Text. U Pay. message.

The general market plan will generate 176 million total impressions and 43 million in total reach.

### **Hispanic Market: Publisher Direct**

#### ***NGL***

NGL is a leading provider of U.S. Hispanic video and high impact advertising solutions reaching over 12.8 million Hispanic adults ages 18-34 monthly. A cross-device strategy to reach Hispanic adults (skewing female) across content they are consuming the most will be used to deliver high impact units and digital video to reach the target audience. High impact units include interstitials, adhesions and pushdowns. Interstitials are full-screen ad units that are custom-designed with ability to include video and display when user-desired content is loading in the background. Adhesions are units that stay visible as the user scrolls and users can click to expand to view in full screen. Pushdowns are large units that push down from the top of the screen to reveal a larger ad format, and as the user scrolls down, is reduced to a smaller ad on the side of the page. Through NGL, a total of 5.23 million impressions will be delivered to the Spanish-language preferred Hispanic target audience.

### **Hispanic Market: Streaming Audio/Podcasts**

#### ***Pandora***

The Hispanic plan with Pandora will use mobile audio. The ads will include audio messages and a clickable 300x250 companion (display) banner when the user has their phone unlocked and are engaging with the app, not while driving. This plan will deliver 11.33 million impressions to the Hispanic audience.

#### ***Spotify***

The Hispanic plan with Spotify will also make use of mobile audio, in-car audio and podcasts.

This will result in 1.1 million Hispanic impressions.

## **Hispanic Market: Digital Video**

### ***Upwardly Group***

Upwardly Group will be utilized for its Spanish-language inventory and Hispanic targeting data sets to deliver 3.4 million video impressions across all devices.

### ***YouTube***

YouTube will deliver 2 million completed views for the Hispanic market. As with the general market buy, YouTube videos for the Hispanic target audience are bought on a CPCV basis, meaning that there is no charge for a user who skips the video before the 15-second mark. This helps get the U Drive. U Text. U Pay. message to the target audience at a higher frequency but doesn't incur costs for those who skip the videos.

## **Hispanic Market: Display**

### ***Waze***

As with the general market plan, Waze will be utilizing high-impact, zero-speed takeovers in order to reach the target audience in their vehicle, but not while it's in motion. These ads only populate on the map once the user has been at a complete stop. Through these tactics, Waze will deliver a total of 135,000 impressions for the Hispanic audience.

### ***Upwardly Group***

Upwardly Group will be used for its display inventory and Hispanic targeting data sets to reach the audience effectively with more than 13.71 million impressions.

## **Hispanic Market: Paid Social**

As with the general market plan, paid social will be used to drive maximum exposure of the U Drive. U Text. U Pay. message during the campaign on Facebook, Instagram and Twitter.

The budget will be allocated between the three platforms with 14% allocated for Twitter, and 86% of the budget allocated to optimize between Facebook and Instagram placements based on user reach and engagement. Within the target audiences, budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of budget to maximize reach of the U Drive. U Text. U Pay. message.

The Hispanic plan will generate 26.7 million total impressions.

# Detailed Campaign Breakdown

Channel	Tactic/Partner	Target Impressions
<b>TV</b>		29,618,159
	Audience Targeting	8,759,159
	Programmatic	16,176,000
	Telemundo	4,683,000
<b>Radio</b>		181,055,557
	Westwood One	90,438,300
	iHeartMedia	59,549,257
	Aire	31,068,000
<b>Digital (Direct)</b>		23,784,976
	NBC Universal	8,973,500
	Whistle	6,250,000
	Twitch	3,333,333
	NGL (Spanish)	5,228,143
<b>Connected TV (CTV)</b>		26,656,668
	Upwardly (Spanish)	800,000
	Hulu en Español	2,325,581
	Hulu	5,332,558
	The Trade Desk – Full Episode Players	8,823,529
	The Trade Desk – Open Exchange	9,375,000
<b>Online Video (OLV)</b>		21,233,708
	The Trade Desk	12,734,333
	Upwardly – Open Exchange & PMP (Spanish)	2,666,667
	YouTube	2,999,375
	YouTube (Spanish)	2,000,000
	Activision	833,333
<b>Streaming Audio/Podcast</b>		33,368,839
	Pandora (General Market)	11,851,850
	Pandora (Spanish)	11,333,334
	Spotify (General Market)	9,047,291
	Spotify (Spanish)	1,136,364
<b>Programmatic Display</b>		24,979,763
	The Trade Desk	140,000
	Waze	2,635,000
	Vox	8,488,096
	Upwardly	13,716,667
<b>Social</b>		203,384,832
	Facebook, Instagram, Twitter (General Market)	176,656,212
	Facebook, Instagram, Twitter (Spanish)	26,728,620
<b>GRAND TOTAL</b>		<b>544,082,502</b>

# State-Level Media Extensions

---

The state-level plans can execute a number of strategies to build upon the base paid media reach provided in the national plan.

This plan allows the states to use local affiliates and networks (e.g., WJLA ABC7) to place local buys on appropriate local or regional dayparts, and programming to supplement the national media plan.

## **TV**

The national plan uses programmatic television, TV Everywhere and OTT/CTV to reach the target audience with entertainment, non-sports programming. This will run on appropriate cable inventory, network apps via full episode players and OTT services.

The national plan will run a total of approximately 100 GRPs total across the eight-day flight allowing for additional GRPs/impressions from state-level efforts on cable and broadcast outlets.

## **Radio**

The national radio plan delivers an aggressive level of radio weight to take advantage of the high reach, efficiency and heavy in-vehicle use the medium provides. With this heavy level of radio, state plans can consider putting any radio dollars to another medium. The states may want to consider using their local radio media dollars toward audio streaming opportunities, such as Pandora and Spotify, and extend reach potential with partners such as Sound Cloud, TuneIn and Radio.com. Moving those dollars into non-audio opportunities can be considered as well.

## **Digital**

Digital opportunities offer sufficient inventory for states to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing any of the many publisher sites that are created to reach young men and women geo-targeted by market or engaging a programmatic digital effort at the local market level that builds off the national plan and exposes the U Drive. U Text. U Pay. message onto a number of other sites to increase reach and frequency.

# Glossary

---

## Television

**Linear TV:** Television service where the scheduled program must be watched at a specific time and on a specific television channel.

**Programmatic TV:** A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

**Synced:** Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobile devices and tablets; display ads; ads seen on social media or search marketing.

**Connected TV (CTV):** Another term for Smart TV; refers to any TV that can be connected to the Internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular television content.

**Over-the-Top (OTT):** A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the Internet, bypassing telecommunications, multichannel television and broadcast television platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

**TV Everywhere:** A feature of broadcast television services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription, you can download the ESPN Watch app and watch ESPN programming on your computer, tablet or phone – everywhere.

## Radio

**Terrestrial:** Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

**Audio Streaming:** Delivering real-time audio through a network connection.

## Digital

**Second Screen:** A mobile device used while watching television, especially to access supplementary content or applications.

**Programmatic Digital:** Automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer within a specific context.

**TrueView:** A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

## General

**Flight:** Advertising timing strategy where ads or commercials are run during a period of time (called a flight). The higher the weight of the advertising, the more often it is seen.

**Reach:** The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

**Frequency:** The number of times you touch each person with your message.

**Audience Targeting:** Using data points to target specific segments of the population based on their demographics, interests and behaviors.

**Native Advertising:** A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.